

SOCIAL MEDIA FOR BUSINESS - WHAT CAN IT DO FOR YOU

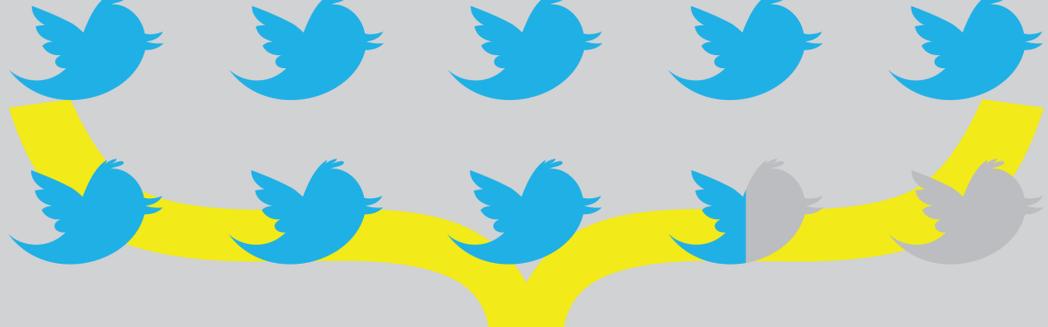
Just how effective can a well-thought-out, relevant and engaging social media strategy be? Is it worth your while to develop a social media presence?

82%

of SMBs find social media effective for lead generation.

90%

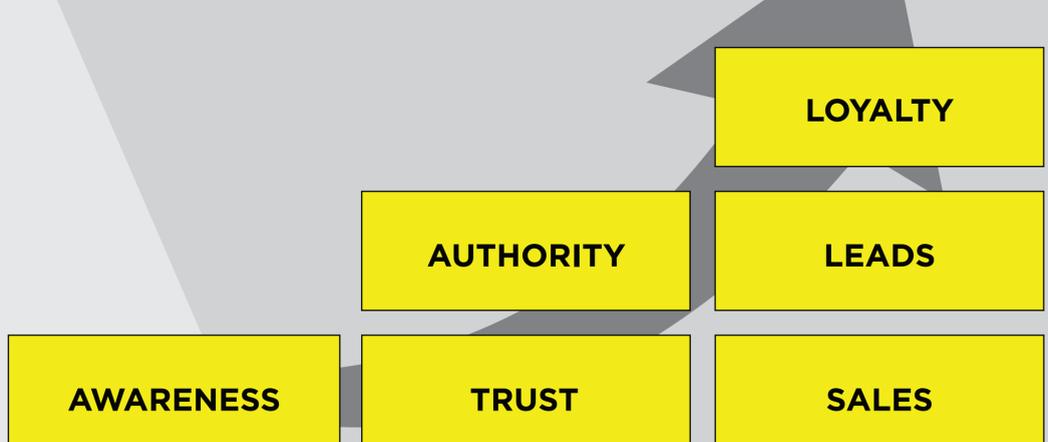
find social media to be an effective branding tool.



86%

of active Twitter users say that they plan to purchase regularly from an SMB they follow on the platform.

WHAT WILL A GREAT SOCIAL MEDIA STRATEGY INCREASE?



WHY SOCIAL MEDIA IS A MUST

93%

of marketers use social media for business

70%

of marketers have successfully used Facebook to gain new customers

43%

of marketers have successfully used Twitter to gain new customers

IT COMES DOWN TO TRUST



50%

Millenials trust User-Generated Content 50% more than traditional media.

72%

of consumers trust these reviews as much as their friends.

#1

Recommendations between friends still ranks the number one influencer.

From a Customer Service standpoint, social media tools can provide **timely customer support**



42%

of customers with a complaint voiced via social media expect a response in

60 minutes or less

REAL-TIME MONITORING AND RESPONSE ON SOCIAL MEDIA IS ESSENTIAL FOR:

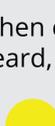
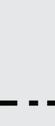


Spotting opportunities for engagement and improvement

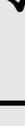


Flagging threats and putting out fires at the source

When customers know they are being heard, they're likely to:

-  **TRUST YOU**
-  **REMEMBER YOU**
-  **RECOMMEND YOU**
-  **REPEAT PURCHASE**

A SOLID SOCIAL MEDIA PRESENCE CAN HELP YOU:

-  Attract Top Talent
-  Remain Top-of-Mind
-  Gain Valuable Feedback
-  Continually Improve Processes
-  Set Yourself Apart from the Competition

ULTIMATELY, BRANDS THAT SUCCEED ON SOCIAL MEDIA ARE BENEFITING BY:

Spreading their story far and wide and cultivating a strong, engaged and loyal community.

If you would like to discuss how a well thought-out and executed social media plan can help your business, give PDA a call today.

THIS FRIENDLY ADVICE, PROUDLY BROUGHT TO YOU BY:



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